

Human Resource Management in the Internet Era

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Abstract: In the Internet era, enterprises are paying more and more attention to human resource management, and it is crucial for enterprises to use Internet technology to enhance and improve human resource management. This paper analyzes the new opportunities that human resource management will face in the Internet era, puts forward the main problems of traditional human resource management in enterprises and gives improvement measures.

Keywords: Internet era, Human resource management, Enterprise.

1. Introduction

In the era of prevalent Internet technology, the competition between enterprises is becoming more and more fierce, how to do a good job of human resource management (HRM) is the key to absorbing and retaining talents, traditional human resource management has gradually not adapted to the development of the times, enterprises should combine their own characteristics and development advantages to develop a talent management strategy suitable for the sustainable development of enterprises, in order to improve the efficiency of talent management.

2. The Basic Connotation of Human Resource Management

The focus of human resource management is the management of people, and the development of enterprises cannot be achieved without excellent talents, therefore, how to recruit talents, attract talents and retain talents has become an important content of human resource management. The thirst for talents in the Internet era has made the HR department play an increasingly important role in enterprises. Different companies have different needs for talents, and their policies and systems related to HR management will be formulated according to the needs of strategic management and talent planning of the company. However, the division of HRM direction is roughly divided into two categories, one is according to the division and merging of functions can divide HRM into six modules of HR planning, recruitment and allocation, training and development, performance management, compensation and benefits management, labor relations management, and the other is according to the division of solutions, HRM can be divided into COE (Center of Expertise), HRBP (Human Resources Business Partner) and SSC (Shared Service Center) three pillars. Excellent HR management can fully exploit the work potential of employees and make them give full play to their work value, while also creating a sense of trust, security and belonging to the company, which in turn will enable them to serve the company better. How to improve and enhance the work related to human resource management in enterprises has become one of the key management issues for enterprises nowadays.

3. New Opportunities for Human Resource Management in The Internet Era

With the development of technology, there are more and more channels to obtain information, and a large amount of information has covered the whole economic market, which makes the competition in the economic market bigger and bigger, at the same time, the demand of enterprises for talents is rising, how to catch the effective information of talents in this information-rich era has become a key issue affecting the development of every enterprise. Enterprises can make use of the advanced Internet technology nowadays to study and learn from the excellent foreign enterprise management concepts and business methods to solve and improve the problems existing in the current situation of human resource management in China, and then optimize the human resource management system of China's enterprises to recruit more excellent talents for enterprises, so as to promote the healthy development of enterprises and improve their core competitiveness in the economic market [1]. Human resource management can also use Internet technology to carry out recruitment, salary performance and talent training, and thus improve the efficiency and quality of human resource management work, thus promoting the prosperity of enterprises. The most important feature of the Internet era is information sharing, and enterprises can take advantage of this advantage of Internet technology to realize information sharing of HRM, for example, the contact information and attendance of employees can be shared in the company's HRM platform, which can not only strengthen interdepartmental contact, but also realize the transparency of information, so that employees in the company can monitor each other's attendance, thus improve the efficiency of the company. In the context of the Internet era, HRM can create a contact channel between superiors and subordinates as a way to collect constructive opinions from subordinates to the company management and thus achieve the goal of sustainable corporate development.

4. The Main Problems of Traditional Human Resource Management in Enterprises

(1) Backward concept of human resource management

Most of the management of enterprises do not pay much

attention to HRM department, and some companies even mix it with administrative department, and this phenomenon is especially common in small and medium-sized enterprises. Due to the influence of long-term traditional corporate culture, HR management in most enterprises only stays at the level of superficial system, without formulating relevant HR management regulations according to the actual development situation and talent needs of the enterprises, and the HR management system in enterprises will continue to be maintained for a long time without any modification, which leads to the existence of incomplete employee information and missing files in many enterprises. This has led to the problems of incomplete information and missing records of employees in many companies. The old HRM concept makes many enterprises not realize the value of HRM and lack of innovation in rules and regulations, which leads to stagnation and lack of enterprise vitality in the Internet era, which is an important factor why many Small and medium-sized enterprises are eliminated soon in the Internet era.

(2) Lack of professional human resource management talents

Most of the staff recruitment of human resource management department in traditional enterprises have little requirements for their professions, which leads to the problem that the employees of human resource management department do not have a strong professional background, lack relevant professional knowledge and do not understand the work content related to human resource management, which seriously affects the efficiency of human resource management department in enterprises. Many enterprises only focus on recruiting employees into the company, but ignore the professional training of employees, which leads to many HRM employees to meet the current work status, do not think about progress, and do not update the management concept of HRM and rules and regulations in time, which leads to the rising rate of talent turnover in enterprises. The division of labor in the human resource management departments of most enterprises is not clear, and some even involve multiple modules for one employee, which leads to the disorganization of human resource management work, unclear job responsibilities, and difficulty in mobilizing relevant employees when encountering unexpected situations.

(3) Backward HRM system

The traditional human resource management system does not pursue the quality and efficiency of work, but only seeks to complete the work tasks, which makes it difficult to recruit suitable talents for the company and retain the company's excellent employees. Under the traditional human resource management system, most enterprises' human resource departments focus on the recruitment link, while ignoring the employees' sense of adaptation after entering the company and some demands made by the old employees to the company, which leads to many employees being less and less satisfied with the company and finally choosing to leave the company, and the company's turnover rate is getting higher and higher. The enterprise also lacks attention to the training work of employees in various departments, which makes the management management concept backward and management chaotic, the professional knowledge of the grassroots staff cannot keep up with the progress of the times, and the core competitiveness of the enterprise is gradually weakened, which seriously hinders the healthy development of the enterprise[2].

(4) Lack of humanity in the management process

Traditional human resources management of staff management and training are all in accordance with the company's rules and regulations, without a little flexibility to speak of, which leads to the personality and ability of very different employees to the company's management style and training system to adapt to different abilities, fast-paced enterprise management style and training system for slow-paced employees, the progress is too fast, difficult to receive, unable to keep up with the company's pace, and thus be optimized within the company. The management style and training system of slow-paced enterprises are not fully developed for fast-paced employees, who feel that their work ability is wasted and their personal value is not reflected. Companies can not stand in the perspective of the company's employees to see the problem, the development of the company's relevant rules and regulations, will make the management level of the enterprise greatly reduced[3], but also lose the opportunity of talent to enter the company, because most applicants in the interview company before the background investigation of the company, some talent to understand that this company is not suitable for their own development, naturally will first exclude the company.

(5) Difficulty in reform

Under the long-term influence of traditional corporate culture, the management philosophy of most top management and managers of enterprises is difficult to change overnight, and they are worried that the reform will have a bad impact on the enterprise and be detrimental to the revenue of the enterprise, thus delaying the reform of the mechanism of human resource management. Some enterprises realize that the current HRM model cannot adapt to the development of the current economic market and have the idea of reforming it, but due to the large scale of the enterprise, the lack of support from some employees of the company, and more importantly, the lack of knowing where to start, they give up the idea of reform and keep adopting the traditional HRM management concepts and methods. To successfully reform HRM, it is necessary to have a strong professional team, which is an important reason why it is difficult to reform companies today.

5. Improvement Measures for Human Resource Management in The Internet Era

(1) Innovative human resource management concept

Nowadays, the Internet has become a part of people's life and an important way to obtain external information, which provides new ideas for the development of enterprises, and human resource management plays an important role in the business activities of enterprises. The HR management concept is the first step to reform the HR management mode, and a management concept that keeps up with the times will create a HR management mode that keeps up with the times. The rapid development of the Internet has created great development space for enterprises. In this rapidly changing economic market, enterprises should realize the importance of human resource management and change their thinking of human resource management. Enterprises can take advantage of the Internet to train their HRM teams, learn the latest HRM concepts, continuously improve their professionalism, timely innovate their HRM models, and better recruit excellent

talents for their companies. The HRM team can learn relevant technologies on the Internet and constantly update the company's HRM talent pool. The HRM team can also use the Internet technology to strengthen the communication between various departments of the company, so as to enrich the information of HRM and continuously improve the efficiency of the HRM team[4].

(2) Establishing a sound HRM system

Building a scientific, sound and reasonable HRM system is an important step for the sustainable development of an enterprise, first of all, the top management of the enterprise should find an excellent and professional HRM team for the company, the HRM team is a facade of the enterprise and a bridge for communication between the enterprise and the employees, having a strong HRM team can improve the efficiency of the company and at the same time save the A strong HR management team can improve the efficiency of the company and save the time for the company to find talents. Secondly, the HR management team should fully understand the development strategy of the company as well as the business line, and analyze the employment needs of the company in depth to formulate the HR management rules and regulations of the company. With the emergence of the Internet, many employees have the opportunity to participate in the management of the company. Employees can submit their opinions to the HR department through the Internet, and the HR department can update the company's rules and regulations in a timely manner based on the employees' suggestions, so that the company can keep up with the times and improve its core competitiveness. At the same time, the Internet breaks the limitation of time and space, and enterprises and talents can understand each other and choose each other through the Internet, which saves a lot of labor costs for enterprises to a certain extent. Enterprises can use the Internet to establish a talent sharing system and talent pool to ensure that enterprises have sufficient supply of talents throughout the operation process. A sound human resource management system can stimulate the potential of employees, so that employees can shine in their own positions, realize their self-worth, get a sense of self-achievement, and promote continuous self-growth of employees and healthy development of the enterprise[5].

(3) Carry out humane human resource management

Employees are the core of the enterprise and are the key to ensure the sustainable development of the enterprise. Therefore, paying attention to the needs of employees and answering their questions in a timely manner is the best way to reduce the turnover rate of the enterprise. Enterprises can place employees in suitable positions in the company according to their different personalities and abilities, so that they can play the maximum value of their work. The human resource management team can go deep into the employees, collect the way the employees like to communicate with the company leaders, through the way they like to understand the latest ideas of the employees and communicate with them, grasp the actual work progress of the employees, so as to ensure that they can solve the problems of life and work in the company in time, so as to improve the sense of belonging of the employees in the company, enhance the work of the

employees This will improve the employees' sense of belonging in the company, enhance their motivation, create a free, loving and harmonious working atmosphere, and allow employees to speak up so that the company can face up to its shortcomings and change its strategies in time to promote the company's prosperous development. Enterprises can also use the Internet to analyze the suitable training and promotion methods for each employee, so that employees can voluntarily join the training ranks, continuously improve their professional knowledge and enhance their skills in order to make them better voluntarily dedicate their self-worth to the enterprise, and at the same time, create a bigger and better upward space for employees to improve their identification with the enterprise^[6]and ensure the sustainable development of the enterprise. A humanized performance appraisal mechanism and employee incentive mechanism are established to positively stimulate employees' career, sense of responsibility and sense of accomplishment, and to guarantee the benign development of human resource management in the enterprise.

6. Conclusion

Talent is the key factor to ensure the sustainable development of an enterprise, and human resource management department plays an indispensable role in the enterprise. With the continuous development of science and technology, people's life and work have become inseparable from the Internet, which brings great convenience to people's life and work. If human resource managers can skillfully use the advantages of the Internet, they can innovate the concept of human resource management, update the enterprise human resource management model and system, better serve the enterprise and employees, enhance employees' trust and sense of responsibility to the enterprise, stimulate their initiative to contribute to the enterprise, and ensure the sustainable development of the enterprise. The company's sustainable development can be ensured by enhancing employees' trust and sense of responsibility to the company and stimulating their initiative to contribute to the company.

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